

Daniella Escobar

UX Designer

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PROFILE

Empathetic UX Designer skilled in creating user-centered digital experiences blending aesthetics and functionality through research-driven design.

SKILLS

Design

- Usability Testing
- User Research
- Wireframing
- Prototyping
- Accessibility
- Responsive Design
- Design Systems

Software

- Figma/Adobe XD
- UserTesting
- Contentsquare
- HTML/CSS/JS
- Bootstrap
- Adobe Creative Cloud

PUBLISHED APPS

Bubbly

Helps children with Cortical Visual Impairment gradually strengthen their vision

Centible (beta)

Empowers college students to take control over their finances

WORK EXPERIENCE

UX Design Intern

May 2023 - August 2023

Amazon Web Services

- Enabled users of Amazon SageMaker Canvas to transform their data with and without the use of code prior to building a model
- Prototyped customer satisfaction score (CSAT), customer effort score (CES), and onboarding surveys to identify user pain points
- Oversaw engineering team's implementation of high-fidelity prototypes into production
- Documented design briefs for each project, detailing progress and decision rationales to ensure team alignment

UX Design Intern

June 2022 - August 2022

Lumen Technologies

- Interpreted user data in Contentsquare and Adobe Analytics, recommending changes to Lumen.com product pages
- Evaluated Lumen's B2B Marketplace experiences through UserTesting and created action plans to implement test results
- Created team's first data-driven competitor analysis framework for future projects

Lead iOS UI/UX Designer

August 2021 - Present

App Team Carolina

- Conducted UX research, created high-fidelity prototypes, and led usability studies for apps published to the App Store
- Collaborated with designers, developers, and product managers to create iOS apps following Apple's Human Interface Guidelines
- Instructed a 12-week workshop for new members on design thinking, UX research, and UI design in Figma

EDUCATION

B.S. Information Science; B.A. Media & Journalism

University of North Carolina at Chapel Hill

GPA: 3.93

December 2023